



SEASON'S GREETING!



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the CRUSADER!

NEWARK'S VOICE FOR COMMUNITY ACTION

UCC

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UCC UNDERGOES MAJOR CHANGES

Selects Odom to Head Agency

A Top OEO Official

The new executive director of the United Community Corporation is L. Sylvester Odom, a straightforward and goal-oriented man with more than 20 years behind him in church, civil rights, and social service activities.

Dr. Odom, who had been in charge of the technical assistance branch of the national OEO CAP and also special assistant for civil rights there, told the UCC staff that his only interest is in working for the poor to "eliminate the things that hold them in poverty."

At a press conference held when Dr. Odom joined the UCC in New Orlean, he continued how strongly he believed in fighting the multiple factors of poverty through broad-based attack, by "building bridges of understanding across all sectors of the Newark community and fulfilling the goals of the Economic Opportunity Act."

Dr. Odom deeply feels that the end of poverty will be in sight when "all elements of the community work together, making Newark a better place to live and to raise our children."

He holds a bachelor of arts degree from Morris Brown College in Atlanta, Georgia, and attended graduate schools at Yale, Harvard, and Northwestern universities. He also is an ordained African Methodist Episcopal minister, receiving a theological degree from Boston University and an honorary degree of divinity degree from Wilberforce University, Ohio.

As a minister, Dr. Odom held parsonies in Georgia, Maryland, Pennsylvania, California, Missouri, Colorado, and Bermuda.

In civil rights, he was president of the Sacramento and Oakland, California, branches of NAACP, and also president of the Western Christian Leadership Conference.

Dr. Odom served as a member of California's Welfare Study Commission and chaired the Community Committee for Social Action in Kansas City.

He is married and has three children. His family, now living outside Washington, D. C., will arrive in Newark early in the year to make their new home here.

Changes In Structure; Area Boards May Gain Delegate Status

With the Washington OEO looking on, the UCC board of trustees, special committee, an organization has presented new structure and guidelines for the agency that will allow more efficiency and effectiveness in carrying out Newark's poverty war.

The new structure, to become effective at the beginning of 1968, (see chart on the bottom of page 3) strengthens weak areas of the UCC, adding more staff in the areas of finance, program development and analysis, and community action.

The reorganization committee, chaired by president Still, received the help of OEO consultants, thanks to negotiations in Washington between Theodore Berry (in charge of all CAP's across the country) and Tim Still.

The guidelines that OEO outlined to the UCC were similar to those already suggested by the committee. Among the changes proposed are: (1) comprehensive supervision of UCC's area boards and its delegate agencies; (2) increasing UCC staff efficiency; (3) higher qualifications need for hiring area board members; (4) intensive staff training (now being set up with help from the New Jersey Community Action Training Institute); (5) developing a more efficient system to review and pass on UCC programs; and (6) developing good relations with the city government.

These guidelines will be implemented early this year. In addition, the reorganization committee is also working on recommendations that would allow the status of UCC's eight area boards. The feeling seems to be directed in favor of making them somewhat like the other delegate agencies, offering them a chance to work independently. This new approach would enable each area board's members to govern the operations, without the present interference caused by the dual control by the UCC and the area board's trustees. No final action has yet been taken.

Three top positions at UCC central headquarters remain open. They are deputy director, program director, and community action director. It is expected that these slots will be filled shortly.

In all, the agency now seems on solid ground, having had the opportunity to work with the Office of Economic Opportunity in reviewing the past three years of the corporation and having made concrete recommendations for a better situation. What remains to be done is the setting up process and final action on area board status.

Tune In To "Newark Report 1968"

Each Sunday afternoon at 4:30 be sure to listen to interesting and informative radio programs about Newark on a new weekly radio series produced by the UCC for WLBB-AM, 1790 on your dial, and reached through the facilities of WRGO, Newark Board of Education radio.



Standing below: TEAM 1, 8th at 154 Springfield Avenue, is a Jewish Synagogue. Standing right, along with John Reed, is the office of the Neighborhood Youth Corps in Newark. The TEAM 1 group is one of three established in poverty areas to aid jobs for 1968. (See page 10.)

What TEAM's All About

The Big Push for Jobs in the Ghetto

Toward its proposed goal of 2,500 new jobs for ghetto residents in one year of operation, how far is Newark's newest anti-poverty program moving?

How far has the Total Employment and Manpower (TEAM) Project gone since it started on in August with \$4.1 million from the US Department of Labor and the Office of Economic Opportunity?

Rev. Kenneth Jefferson, chairman of the Tanager Board (the governing body), believes that TEAM is now ready to move forward. He admits that the program has had serious problems about its structure and coordination, which have slowed its movement in the past.

Gerard L. Moore, former project director, reported to the UCC Board of Directors Thursday, November 16, that in its first three months, the project has recruited more than 2,000 persons, paid 1,400 of these through an orientation course, and placed 465 in various training programs, 134 in "New Careers" jobs with the city and 50 in permanent employment (44 with government, 25 in private industry and the trades).

Arthur Jones, formerly a consultant with the Office of Economic Opportunity, has now taken on the position of TEAM project director, upon the resignation late last month of Gerard L. Moore.

Jefferson, ever hopeful, has begun to speak of creative and imaginative projects for the enlargement of TEAM projects to include work with elderly persons and drug addicts.

TEAM's operation has been slowed by problems of coordination within its staff of 240 persons at four different locations, and through its dependence for a majority of personnel services on outside firms in doing independently local welfare agencies.

(Please Turn to Page 4)



L. Sylvester Odom, new UCC director

Apprenticeship Program Seeks Minority Groups

The Workers Defense League and the A. Philip Randolph Educational Fund, long involved in opening the doors to minority groups in the building trades (in such places as Cleveland, Buffalo, and New York), recently announced that they have opened an office in Newark.

The office is located at 445 Springfield Avenue, and will help prepare young men who are interested in entering the building trades through counseling, tutorial, tutoring, and placement services.

The Newark office will also make an effort to assist union and labor groups of potential employees. George Fontaine, formerly a community worker for the UCC, is leading the Newark headquarters. Fontaine commented that the efforts made in Newark "would not be based on race, but on cooperation with the employers and unions by extending them of their moral and political obligations to accept qualified persons from underrepresented areas."

The Joint Apprenticeship Program is financed by the A. Philip Randolph Educational Fund, the Ford Foundation, and the United States Department of Labor.



EXECUTIVE SESSION — Above, discussing the employment contract for L. Sprague Cadell (left), new UCC head, are Executive Vice President, UCC president, and Sidney Korman, the corporation's legal counsel.

Where Are You?

"You can help! You can help by sending us your comments. Tell us just what you think about a community newspaper, and give us any news items you have about your neighborhood."

The Crusader, March 1967

"We hope by the next issue to be able to put your name down as a reporter for THE CRUSADER. Can we?"

The Crusader, April 1967

"We need you! We need you to help us write THE CRUSADER, and read the copy for our articles, and, most of all, we need you to provide us with the very important facts of the community you live in."

The Crusader, July 1967

National War on Poverty for 1968-69 Wins Okay; City Governments Get Control in 1969

The House-Senate conference committee approved on December 5 a companion version of the war on poverty legislation for the next two years, including the Green amendment allowing city administrators to take charge of CAP agencies beginning in February, 1969.

The committee defeated the House requirement that one half of the local share in each community be submitted in cash, and then allocated \$1.98 billion for 1968 and \$2.1 billion in 1969 for the OEO.

It is expected, however, that in 1968 only \$1.6 billion will be allocated, according to the chairman of the House appropriations committee, George Milner.

Now how the Green amendment will affect UCC is open to question. One city official expressed the view that after making it he didn't think the amendment will enable the city to take control. At this time the most likely cause of action in Newark probably will be a series of negotiations between UCC and the city in a trend to balance the corporation's power structure.

Newsletter For Newark's Spanish-Speaking

The UCC Spanish department recently announced that it is publishing a newsletter called "AMOR," which means "LOVE" in English. It is published monthly by the department and is concerned with reaching the Spanish-speaking communities. Free copies may be obtained by writing Mr. Rafael Lomelo, Spanish Department, United Community Corporation, 134 Broad Street, Newark, New Jersey 07102.

THREE NEW ADDITIONS TO UCC FAMILY:



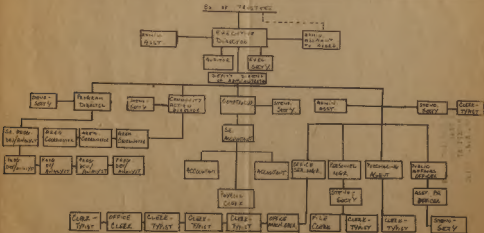
FIELD ORIENTATION FOR SPANISH — The new \$250,000 FORDS program to offer informal classes for Newark's Spanish-speaking population. This building is located at 403 Broad Street.



LEAGUE — Accommodating a Puerto Rican Culture and Education program for the UCC, is the League, Educational and Cultural Youth Center, an affiliated agency located at 740 Cook Avenue.



SEYMOUR SMITH COMMUNITY CENTER — A community center of housing the two-story health facility is off the ground, to be located at 140 Westmore Avenue, across from the City's Recreation. The center has already a \$10,000 grant from OEO and recently awarded \$10,000 in 1968 to provide services and assistance for students in and around Project's Action Group (Area Board 1), which sponsored the center.



NEW UCC CENTRAL ADMINISTRATION STRUCTURE — As a result of a previous reorganization effort in the UCC Board of Trustees to increase the efficiency and effectiveness of the agency, its special committee proposed new organizational chart, adding strength in program, community action, financial, as well as administrative functions. The new chart was approved in May, 1968.

TEAM (continued from page 12)

Compared by the city administration and UCC, the project's success will depend, in some measure, on its ability to induce crafts men, plumbers, and to work with City Hall in other ways not previously charted.

Among the participating agencies in the TEAM initiative are the Urban League, the Business and Industrial Coordinating Committee, the Blazer Youth Council, the Newark Board of Education, the Family Service Bureau and the State Employment Service.

The Urban League said the Family Service Bureau is responsible for the initiative program, a two-week preliminary course that often discusses in personal grooming, punctuality, transportation routes, employer-employee relations, and special studies of other interest.

BICC is charged with locating job openings in industry, the State Employment Service provides job counseling, while the Board of Education provides classes in basic education at TEAM's three neighborhood centers. Enrollment exceeds their medical tests at City Hospital. The Newark Day Care Council is in charge of nursery services and, at the present time, cares for 95 children.

Job training is provided under the Manpower Develop-

ment and Training Act (MDTA) at the Newark Skills Center, the Blazer Youth Council, and other facilities. The Neighborhood Youth Corps (NYC) and Career Oriented Preparation for Employment (COPE) maintain a program for training in "New Careers," their main duty being to prepare people for career service in free city divisions.

From its headquarters at 508 Broad Street, TEAM serves three target areas delineating Newark's most concentrated areas of unemployment.

Eugene Thompson is in charge of Target Area I, the headquarters of which is located at 364 Springfield Avenue; Area II at 57 Broadway is headed by Michael Duffy and Area III, at 706 High Street, is run by William O. Guidone, III.

The geographic concentration on the TEAM program has caused some confusion and protest. There is also the problem of more 200 applicants from the option (those will be followed up and, perhaps, offered another chance), and of another 400 emblems who have gone through orientation but are still waiting for placement by the employment service.

These and other criticisms of TEAM were made at the UCC Board of Trustees meeting of November 16, 1967, but the main attack centered around the statistic that only

50 job placements have been made in the private sector.

More explained that many of those who have been recruited just can't perform in the jobs that are offered, and they need to be given considerable training and work experience. He expressed confidence, nevertheless, that TEAM has met its quota of 7,000 placements before the grant expires next June.

Both Stein and Jefferson agree that business must provide more jobs of an order these persons can perform. They are preparing rules and other ways which will make the problem known to the general public, and which may place responsibility more directly on the business sector of the community.

TEAM reports show that the problem of the organization is definitely not in a failure to recruit the unemployed. "Our intake has been almost too well," says Mr. Jefferson, "and federal officials who have praised the dedication, thoroughness and professionalism of the 40-member intake staff."

Joseph Clevins, assistant director, sums up TEAM's fundamental problem in these words: "We can bring people in without any trouble, but what do we do with them after we bring them in? We try to give them what they want, but it is not always realistic." — Gene Boykin

Spotlight

COPE: Light In Darkness

(FOLLOWING IS THE SECOND IN A SERIES OF ARTICLES DESIGNED TO INFORM OUR READERS WITH THE UCC'S DELEGATE AGENCIES.)

Since its inception in March, 1966, COPE (Career Oriented Preparation for Employment) has helped more than 900 youngsters between the ages of 16 and 21 years old find meaningful employment with more than 95 social agencies in Newark and Essex County.

They work in a variety of jobs for either 15 or 30 hours each week, depending whether they are in or out of school, and are helped with reading, arithmetic and counseling.

In many instances, COPE has helped a young person get his first real job in the field of service to others. To many, COPE will undoubtedly open the doors to a new career in the social service.

COPE is under the direct supervision of the Jewish Vocational Service of Essex County and has recently become a community corporation with a board of trustees elected from various agencies of our community.



THE BIG SWEEP — Staff members of Project Coopers (Area Board #1) and Program in Action (Area Board #2), along with community residents, spend a day trying to clean up the neighborhood.

UCC ASKS \$7 MILLION FOR 1968

Requests for 1968 poverty funds in Newark for programs totaling more than \$7 million were submitted to the OEO by the UCC in November.

The requests call for \$3.3 million in federal funds to cover the operating costs of 14 UCC-sponsored programs from February 1, 1968, to January 31, 1969. These programs employ full time some 1250 people, in addition to 65 on a part time basis. Another 235 serve in a volunteer capacity.

UCC's application for federal funds shows \$5,673,629 being requested, along with local share contributions amounting to \$1,426,256 that reflect cost, volunteer service, and donated space and equipment.

Two categories are used to determine funding guide-

lines. The first is versatile Community Action Program funds, of which UCC has asked for \$3,040,954.* The guideline for Newark has been approximately \$3.1 million.

The second category is earmarked funds. These are designated for special programs throughout the nation, compensating the versatile funds available to each community action agency. The guideline in this category has been approximately \$3.8 million, of which for 1968 the UCC has requested \$3,624,765.

See chart on this page that indicates the total units requested for most UCC-sponsored programs to operate in Newark during 1968. Also listed are the OEO requests and the local share contributions. The chart is divided into the two distinct funding categories.

NAME	TOTAL COSTS	OEO REQUEST	LOCAL SHARE
(FROM VERSATILE CAP FUNDS)			
Local Home Contributions, N. J. OEO	\$ 65,000	\$	\$ 65,000
UCC Central Admin. Costs	992,313	992,313	(1)
UCC Community Action (Eight community centers)	670,880	670,880	(1)
Beaumont Smith Community Center	172,540*	154,000	36,540
Career Oriented Preparation for Employment	240,711	154,000	86,710
Blazer Employment Training	932,793	270,012	662,781
Field Orientation Center (Spanish)	33,312	34,000	18,312
Leopards Youth Program	58,894	36,818	22,076
Education Neighborhood Action for a Better Living Environment (Hilton Loewy: Family Service Bureau)	47,822	32,602	15,220
Golden Age Film (Nwk. Senior Citizens Contribution)	463,370	380,739	182,630
High School Head Start (Seton Hall University)	73,347	53,838	19,509
SUB TOTALS FOR VERSATILE FUNDS:	\$2,592,131*	\$3,644,954*	\$ 544,027*
(FROM EARMARKED FUNDS)			
Adult Basic Education (Nwk. Senior Citizens)	\$ 215,983	\$ 139,817	\$ 65,540
Nwk. Legal Services Project	598,935	508,647	72,838
Summer Head Start (Nwk. Board of Education)	1,077,365	791,699	215,837
Newark Pre-school Council	2,763,132	2,310,990	671,818
Feld House Pre-school	72,000	60,000	12,000
Henry Pre-school	89,131	73,661	6,000
SUB TOTALS FOR EARMARKED FUNDS:	\$4,509,595*	\$3,814,765*	\$ 674,199*
GRAND TOTAL	\$7,101,726*	\$3,679,720*	\$1,218,226*

*Does not include \$16,159 already charged to the Beane Smith Center for this period.

(1) The local share required for central administration and community action are made up of direct local shares from other programs.

Other programs sponsored by the UCC include Total Employment And Manpower (\$4.3 million project run jointly by the city and UCC); On-The-Job Training, funded by the US Department of Labor at \$362,660; and a Summer Youth Recreation Program receiving special OEO monies.

Season's Greetings!

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IN REARDED PLACE
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